

# The 14<sup>th</sup> Annual Convention of the Media Ecology Association

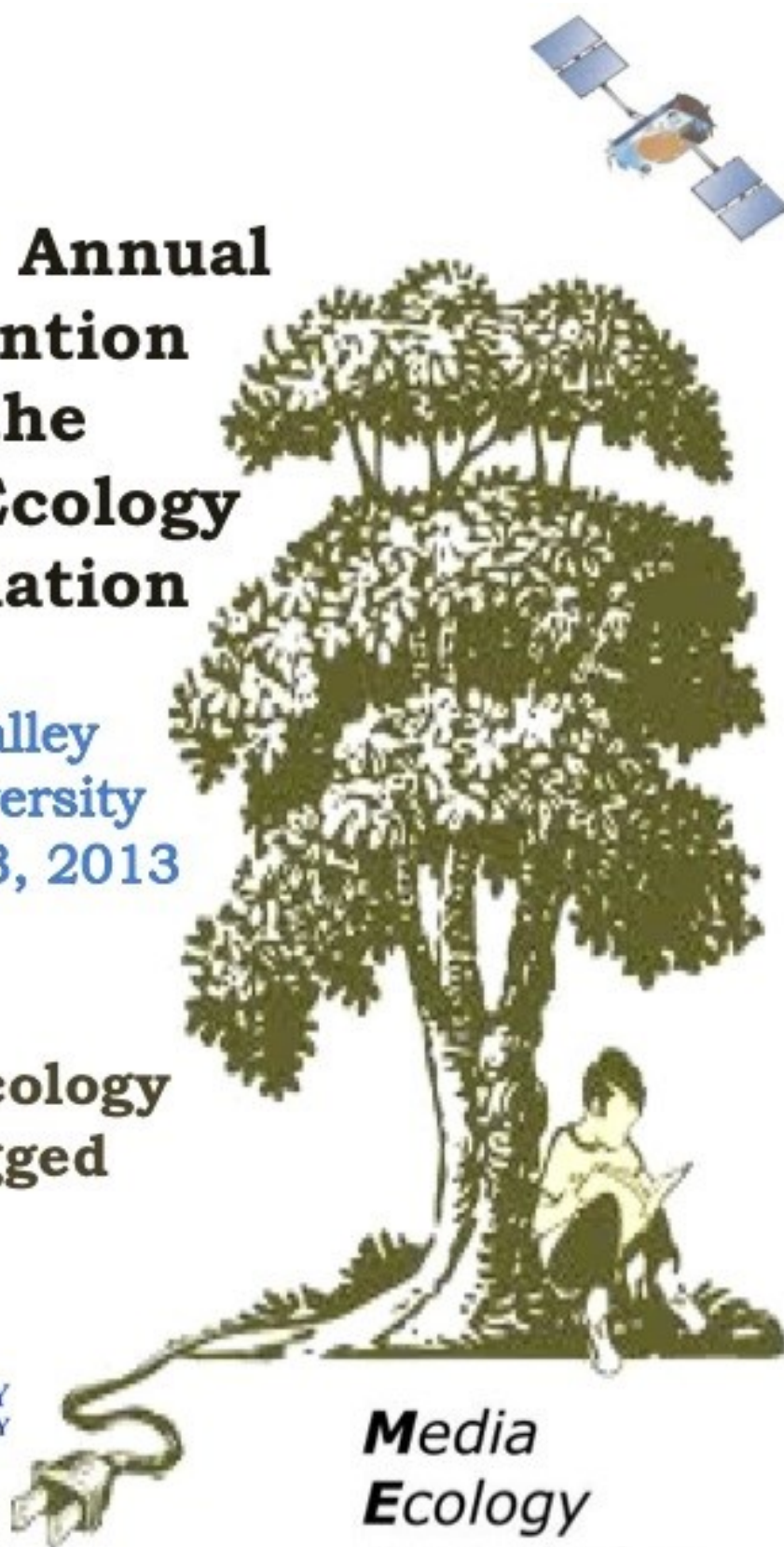
Grand Valley  
State University  
June 20-23, 2013

Media Ecology  
Unplugged



Co-Sponsored by:

Duquesne University  
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The Institute of General Semantics



**Media  
Ecology  
Association**



[www.media-ecology.org](http://www.media-ecology.org)

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for  
**Language and Symbol Use  
in the Twenty-First Century**

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October 25-27, 2013  
Princeton Club  
15 West 43 Street  
New York, New York

**Featuring the 61st Annual  
Alfred Korzybski Memorial Lecture**  
to be delivered by  
**Terrence Deacon**  
"Aristotle's Revenge:  
Final Cause and the Origins of Life"

*Send papers, proposals, and inquiries by August 31, 2013 to:*  
[igs2013@generalsemantics.org](mailto:igs2013@generalsemantics.org)

or contact

Martin H. Levinson, President of the Institute of General Semantics  
c/o Institute of General Semantics, 72-11 Austin Street #233  
Forest Hills, New York 11375  
212.729.7973 (voice) / 718.793.2527 (fax)

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**The Institute of General Semantics. JOIN TODAY!! Membership includes: the quarterly journal ETC, discounts on GS merchandise, discounted attendance at the AKML.**

**Media Ecology Association members are eligible for HALF-PRICE membership at this convention. Go to the IGS table in the exhibition area to become a member of the IGS for half-price today!**

The 14<sup>th</sup> Annual Convention of the  
Media Ecology Association

“MEDIA ECOLOGY UNPLUGGED”

Grand Valley State University  
June 20-23, 2013

**Special Thanks to:**

Thomas J. Haas, President of Grand Valley State University  
Gayle R. Davis, Provost and Vice President for Academic Affairs  
Frederick J. Antczak, Dean of the College of Liberal Arts and Sciences  
Anthony Thompson, Unit Head of the School of Communications  
Toni Perrine, Acting Unit Head of the School of Communications

Cherilyn Denomme, Executive Assistant of Convention Planning

**Acknowledgements:**

Aimee Misiewicz, Courtyard by Marriott Director of Sales and Catering; Kathleen Wright, GVSU Assistant Director of Conference and Event Planning; Elizabeth Wilson Fischer and Kerri VanderHoff, Grand Rapids Art Museum; Amy Hwang, Amway Grand Hotel Convention Service Manager; Tim Nelson, Mary Manier, and Nina Fox, Experience Grand Rapids; Paul Soukup, S.J., MEA Treasurer; Thom Gencarelli, MEA President; Martin Levinson, President of the Institute of General Semantics; Bryan Crable, Director of the Waterhouse Family Institute for the Study of Communication and Society; Ron Amett, Chair of the Department of Communication & Rhetorical Studies at Duquesne University; Jason Rutter, Leon Cerdana, Kaylee Kruzan, Eric Curtis, David Zeoli, John Dowd, Adam Burl, Attila Bokor, Aaron Bannasch, Renato Delos Reyes, Seth Galligan, and Kimberly Beimers

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# 2013 Convention Overview

## **Thursday June 20** -- GVSU Richard M. DeVos Center

(10:00-5:00 Registration)

- 10:00-12:00 Welcome Reception
- 12:00-12:30 Opening Ceremony – Loosemore Auditorium
- 12:45-2:00 Session 1.1 (1,2,3)
- 2:15-3:30 Session 1.2 (1,2,3)
- 3:45-5:00 Session 1.3 (1,2,3)
- 5:15-6:30 Plenary Speaker 1.4 – Loosemore Auditorium  
**Lance Strate** – “If Not A, Then E”
- 6:30 - Dinner on your own

## **Friday June 21** -- GVSU Richard M. DeVos Center

(8:00-5:00 Registration)

- 8:00-9:00 Meet and greet at DeVos
- 9:00-10:15 Featured Event 2.1 Virtual Parlor on Telepresence – Loosemore Auditorium
- 10:30-11:45 Session 2.2 (1,2,3)
- 11:45-1:15 Lunch Break [Board of Directors’ Meeting – Courtyard]
- 1:15-2:30 Session 2.3 (1,2,3)
- 2:45-4:00 Session 2.4 (1,2,3)
- 4:15-5:30 Plenary Speaker 2.5 -- Loosemore Auditorium  
**Dominique Scheffel-Dunand** – “Canonic Texts in Media Ecology Unplugged:  
InFORMing the Semantic Norms of the Magical Computed Gateway”
- 5:30-7:30 Cocktail Reception – Loosemore Auditorium Atrium
- 7:00-9:00 Excursion (Prints Room) Dinner on Your Own

## **Saturday June 22** -- GVSU Richard M. DeVos Center

(8:00-12:00 Registration)

- 8:00-9:00 Institute of General Semantics Breakfast and Meet and greet at DeVos
- 9:00-10:15 Session 3.1 (1,2,3,4)
- 10:30-11:45 MEA General Business Meeting 3.2 – Loosemore Auditorium
- 11:45-1:15 Lunch Break
- 1:15-2:30 Session 3.3 (1,2,3)
- 2:45-4:00 Session 3.4 (1,2,3)
- 4:15-5:30 Plenary Speaker 3.5 – Loosemore Auditorium  
**Morris Berman** – “In Praise of Shadows”
- 6:00-8:00 Buffet Dinner at Amway Grand Hotel  
Awards Ceremony & Presidential Address by Thom Gencarelli – “Media Ecology  
and Artistic Practice/Media Ecology as Artistic Practice”

## **Sunday June 23** -- GVSU Richard M. DeVos Center

- 8:00-9:00 Meet and greet at DeVos
- 9:00-10:15 Session 4.1 (1,2)
- 10:30-11:45 Session 4.2 (1,2,3)
- 12:00-12:15 Closing Remarks 4.3 – Loosemore Auditorium

# Thursday, June 20<sup>th</sup>

Registration: 10am—5pm

**Welcome Reception: 10:00—12:00**

*GVSU Richard M. DeVos Center*

**Opening Ceremony 12:00 - 12:30**

*GVSU Loosemore Auditorium*

**Sessions 1.1 12:45—2:00**

**Session 1.1.1 Unplugged Session #1**

**Room: 119**

**Moderator:** Christine Tracy, Eastern Michigan University

**Presenters:**

“Window Rhetoric--Curtains, Drapes, and Blinds” Philip Arrington, Eastern Michigan University

“Solar Art: Designer Time-Binding” Larry Shaitelman, Richard Stockton College

"Telepedagogy Unplugged: Para-Academia and the Mobile Intellectual" Jason Adams, Grand Valley State University & Paul Wittenbraker, Grand Valley State University

**Session 1.1.2 Education, Media Ecology and Ways of Knowing**

**Room: 121**

**Moderator:** Sheila Nayar, Greensboro College

**Presenters:**

“Homecasting and Invisible Learning” Adrianan Moreno, Universidad Nacional de Colombia

“The Wonderland of Knowledge--An Up-To-Date Illustrated Encyclopaedia': A Modal Analysis of Changing Epistemologies” Pip Mules, Auckland University of Technology

“The Tempo and Temporality of Time: Explorations and Probes of Jeremy Rifkin’s *Time Wars*” Cherilyn Denomme, Grand Valley State University

**Session 1.1.3 Emerging Notions in Media Ecology: Part One**

**Room: 207**

**Moderator:** Peter Zhang, Grand Valley State University

**Panelists:**

“McLuhan, Emergence, Chaos, and Complexity Theory” Robert K. Logan, Chief Scientist, sLab at OCAD

“Media Ecology as Interology” Peter Zhang, Grand Valley State University

“Folds and Extensions: Affect in the Mediated Relation of Self-to-Self” Eric S. Jenkins, University of Cincinnati

“The Sex Organs of Media, or McLuhan’s Other Path” Vicente Berdayes, Barry University

**Sessions 1.2 2:15-3:30**

**Session 1.2.1 Unplugged Session #2**

**Room: 119**

**Moderator:** Gerald J. Erion, Medaille College



**Presenters:**

“Unplugged to be Plugged: An Essential Re-Plug” Silivia Molina et. al., University of Sao Paulo

“Moral Ecologies” Sarah Tompkins, Eastern Michigan University

“Unplugging Postman” Gerald J. Erion, Medaille College

“Unplugged Devices and Unplugged Learners: Theological Education in the Device Era” Adam Niven, Perth Bible College

**Session 1.2.2 Teaching General Semantics****Room: 121**

**Moderator:** Corey Anton, Grand Valley State University

**Panelists:**

Martin H. Levinson, Institute of General Semantics

Mary P. Lahman, Manchester University

Corey Anton, Grand Valley State University

**Session 1.2.3 Structure, Technology, and Discourse: The Relationship between Discursive Form and Rhetorical Space****Room: 207**

**Moderator:** A. Michelle Mason, University of Maryland

**Panelists:**

“The Commonplace Book as Rhetorical Space” A. Michelle Mason, University of Maryland

“Private Lives for Public Transformation: The Discursive Structure of Christian Spiritual Practice in the Revivals of the 18th Century” Jeffrey A. McPherson, Roberts Wesleyan College

“Postage Unplugged: Intimacy and Relationship in Letter-Writing” Bryan Picciotto, SUNY Brockport

“‘The right to petition Congress for a redress of grievances’: The Early American Petition as Technology in Public and Private Discourse” Paul B. Stewart, Roberts Wesleyan College

**Sessions 1.3 3:45—5:00****Session 1.3.1 Classic Media Forms in Transition****Room: 119**

**Moderator:** Brett Lunceford, University of South Alabama

**Presenters:**

“The Articulate Capacities of Fresco in Shaping Renaissance Ideas” Michael Grillo, University of Maine

“The Evolution of the Word: Re-conceptualizing the Bible as a Complex Adaptive System” Art Bamford, Fuller Theological Seminary

“Painting Unplugged” Dominic Heffer, Independent Artist

“Kodackery Updated: Picture Snapping in a Digital Era” Linda Cooper Berdayes, Barry University

**Session 1.3.2 Teaching Media Ecology: Pedagogies and Perspectives****Room: 121**

**Moderator:** Dennis Cali, University of Texas-Tyler

**Panelists:**

“Media Ecology Pedagogy—Art or Techne?” Maria Polski, East-West University

“Dichotomous Terms as Teaching Tools in Media Ecology” Dennis Cali, University of Texas-Tyler

“Gamification in Education: a Tetrad” Robert MacDougall, Curry College

“Teaching Media Ecology via Online Courses Structured as Learning Communities” Alex Kuskis, Gonzaga University

**Moderator:** Stacey O'Neal Irwin, Millersville University of Pennsylvania

**Panelists:**

"Emerging Insights on Consciousness and Evolution: An Exploration of Pierre Teilhard de Chardin as Media Ecologist" Christine Tracy, Eastern Michigan University

"McLuhanesque Marginalia as a Catalyst for Pattern Recognition and Analogical Thinking" Andrew Chrystall, Massey University, New Zealand

"Precision" Chris Moffett, Independent Scholar

"Theoretical Confluence and Interdisciplinary Intersections with Media Ecology" Stacey O'Neal Irwin, Millersville University of Pennsylvania

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**Session 1.4 Plenary Speaker 5:15—6:30**

*GVSU Loosemore Auditorium*

**Lance Strate: "If Not A, Then E"**

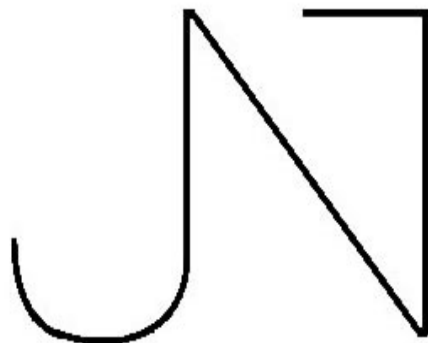
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**Dinner on Your Own**

*JNT: Journal of Narrative Theory* is proud to support the work of the Media Ecology Association, and all those who gather at this conference.

*JNT: Journal of Narrative Theory*, founded in 1971 as *The Journal of Narrative Technique*, is a refereed, international journal published three times a year by the Department of English at Eastern Michigan University. JNT continues to follow the high standards set during its first four decades of publication; the newly focused JNT showcases theoretically sophisticated essays that examine narrative in a host of critical, interdisciplinary, or cross-cultural contexts. Of particular interest are history and narrative; cultural studies and popular culture; discourses of class, gender, sexuality, race, nationality, subalternity, and ethnicity; film theory, queer theory, and media studies; new historical, poststructural, or global approaches to narrative forms (literary or otherwise); along with essays that span or subvert epistemic and disciplinary boundaries. JNT is multi-genre, multi-period, multi-national. For more information on submission guidelines, please visit our website at:

<http://www.emich.edu/english/jnt/>



*Editors: Abby Coykendall  
and  
Andrea Kaston Tange*

*JNT: Journal of Narrative Theory  
Department of English  
Eastern Michigan University  
Ypsilanti, MI 48197*

*E-mail: JNT@emich.edu*



# Friday, June 21<sup>st</sup>

Registration: 8am—5pm

GVSU Richard M. DeVos Center

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## Session 2.1 Featured Session 9:00—10:15

GVSU Loosemore Auditorium

### Virtual Parlor on the Body Unplugged: Telepresence and the Future Communication

Paul Levinson, Fordham University

Mark Nunes, Southern Polytechnic State University

Douglas Rushkoff, Author, *Present Shock*

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## Sessions 2.2 10:30—11:45

### Session 2.2.1 Teaching Media Ecology Across the Disciplines

Room: 119

**Moderator:** Phil Rose, York University, Toronto

**Panelists:**

Vincent Hevern, SJ, Le Moyne College

Sheila Nayar, Greensboro College

Peter Fallon, Roosevelt University

Phil Rose, York University, Toronto

### Session 2.2.2 Philosophical Explorations in Media Ecology #1

Room: 121

**Moderator:** Erik Garrett, Duquesne University

**Presenters:**

“Deleuze the Media Ecologist? Extensions of and Advances on McLuhan” Peter Zhang, Grand Valley State University & Eric Jenkins, University of Cincinnati

“A Contextual Conceptualization of Control” Stephen Salvitti, Syracuse University

“Symbolic Logic as Unplugged Communication Technology” Chad Hansen, Collin College

### Session 2.2.3 Music and Media Ecology

Room: 207

**Moderator:** Barry Liss, University of Wisconsin College

**Presenters:**

“Sync Unplugged: McLuhan, Ong, and Tribal Drum Talk” Richard Pierson, Northeastern Illinois University

“McLuhan and Music on the Web: The Construction Processes of Technological Literacy Online/Offline” Esau Bravo, Universidad Nacional de La Plata, Argentina

“Reconfigurations: Unfolding the Spaces of Mobile Listening” Helma Sawatzky, Simon Fraser University

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## LUNCH BREAK 11:45-1:15

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Thursday

Friday

Saturday

Sunday

Thursday

Sessions 2.3 1:15—2:30

Session 2.3.1 Reflections on Word and Text Room: 119

**Moderator:** Read Schuchardt, Wheaton College

**Presenters:**

- “Oral Culture, Literacy and the Treaty of Waitangi: An Exploration in Self-Reflexive Media” Andrew Chrystall, Massey University, New Zealand
- “Applications of Media Ecology Through Video Game Story Constructs to Literary Elements of Writing Evaluation for Enrichment” Robin Craft-Jones, Eastern Michigan University
- “Hiding in Plain Sight: The Hidden Source of Helvetica” Read Schuchardt, Wheaton College

Friday

Session 2.3.2 Philosophical Explorations in Media Ecology #2 Room: 121

**Moderator:** Arthur W. Hunt III, University of Tennessee at Martin

**Presenters:**

- “The Biology of Design: Perceptions in the Digital Ecology” Claudia Susana Lopez Cruz, Instituto Tecnológico de Monterrey, Mexico, and Jorge Sanchez de Antunano, Universidad Autonoma Metropolitana
- “Joyce’s Ulysses Chapter I.1 as an Analogous Forecasting of Multilinear Thinking in New Media Theory” Martin Speer, Technical University of Dortmund
- “What’s the Point? At the Juncture of Body and Mind” Richard Thames, Duquesne University

Session 2.3.3 Music - Plugged and Unplugged Room: 207

**Moderator:** Phil Rose, York University; McMaster University

**Panelists:**

- “Unplugging with the Beatles: Work, Rest, and the Band’s Legacy as an Enduring Boomer Icon” Phil Rose, York University; McMaster University
- “The Mechanical and the Ethereal: The Bias of Digital Music” Thom Gencarelli, Manhattan College
- “Acoustic Ecology: From Busk till Dawn” Brian Cogan, Molloy College
- “And the Walls of Jericho Came Tumbling Down: Music and the Cultural Revolution of the 1960s” Ed Tywoniak, Saint Mary’s College

Saturday

Sessions 2.4 2:45—4:00

Session 2.4.1 Qualities of Acoustic Presence Room: 119

**Moderator:** Calvin L. Troup, Duquesne University

**Panelists:**

- “Ellul & Augustine.” Clifford G. Christians, University of Illinois at Urbana-Champaign and Calvin L. Troup, Duquesne University
- “Why I Am Not Going to Teach Public Speaking Online.” Arthur W. Hunt III, University of Tennessee at Martin
- “Incarnate Orality as a Subversive Act: The Mechanical Duplicity of the Digital Divide” Calvin L. Troup, Duquesne University

**Respondent:** Lance Strate, Fordham University

Sunday

Session 2.4.2 Cinema, Film, and CultureRoom: 121**Moderator:** Michael Plugh, Fordham University**Presenters:**

“Gijyutsushigyoshugi: The Media Ecology of Akira Kurosawa” Michael Plugh, Fordham University

“McLuhan, Memory and Live Cinema: Between Performance and Archives” Wilson Oliveira Filho UNRIO/UNESO, Leila Beatriz Ribeiro, UNRIO and Marcia Cristina da Silva Sousa, UNRIO

“Do You Hulu?: An Analysis of Hulu.com As Hybrid Mediatization” Matthew Pittman, Fuller Theological Seminary

Session 2.4.3 Transmedia Storytelling as Language for the New Media EcologyRoom: 207**Moderator:** Denis Porto Renó, University of Rosario, Bogota, Colombia**Panelists:**

Jesús Flores, University Complutense of Madrid, Spain

Vicente Gosciola, University Anhembi Morumbi, Brazil

Cosette Castro, University Catholic of Brasilia, Brazil

Carolina Campalans, University of Rosario, Bogota, Colombia

Andrea Versutti, University Tiradentes, Brazil

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**Session 2.5 Plenary Speaker 4:15—5:30***GVSU Loosemore Auditorium***Dominique Scheffel-Dunand:** *“Canonic Texts in Media Ecology Unplugged: inFORMing the semantic norms of the magical computed gateway”*

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**5:30 - 7:30 Cocktail Reception at DeVos****7:00 - 9:00 Excursion: Grand Rapids Art Museum w/ Works on Paper Study  
(Prints Room)****Dinner on Your Own**

Thursday

Friday

Saturday

Sunday

# Saturday, June 22<sup>nd</sup>

Registration: 8am—12pm

GVSU Richard M. DeVos Center

## Institute of General Semantics Breakfast 8:00 - 9:00

### Sessions 3.1 9:00—10:15

#### Session 3.1.1 Unplugged: Past, Present and Future

**Room: 119**

**Moderator:** Anthony M. Wachs, Northern State University

#### **Panelists:**

“Unplugging the Early English Hymn: Public Vernacular Hymnody as Private Prayer” Peter Ramey, Northern State University

“The Saliency of Silence: The Meta-Medium of Being” Anthony M. Wachs, Northern State University

“Kentucky Aristotelians In Space: The Agrarian Thought of Wendell Berry in the Film *WALL-E*” Jon Schaff, Northern State University

#### Session 3.1.2 McLuhan and... (Part One)

**Room: 121**

**Moderator:** Robert MacDougall, Curry College

#### **Panelists:**

“Parallels in the Work of Marshall McLuhan and Andy Clark” Robert K. Logan, Chief Scientist, sLab at OCAD

“McLuhan and the Global Village Dump” Paul Grosswiler, University of Maine

“David Abram and Media Ecology” Robert MacDougall, Curry College

“Resonances between McLuhan and *I Ching*” Peter Zhang, Grand Valley State University

#### Session 3.1.3 Death, Ritual, and Performance

**Room: 207**

**Moderator:** Ed Tywoniak, Saint Mary’s College

#### **Presenters:**

“Overcoming Democracy, Overcoming Death: The Rhetoric of Death Penalty Repeal” Stephanie Gibson, University of Baltimore

“Plugging into Symbolic Immortality: Internet-Based Media Aids in Relieving Existential Fear” Kaylee Kruzan, University of Illinois-Chicago

“Sabbath, Diet, Detox, Fast: New Rituals of Unplugging from Media” Jennifer Rauch, Long Island University, Brooklyn

“Social Media as Performance” Robert Riordan & Anders Wennberg, St. Olaf College

#### Session 3.1.4 Mediating Public Space

**Room: 213**

**Moderator:** Susan A. Jasko, California University of Pennsylvania

#### **Presenters:**

“Online Video Media's Departure from Television” Yu Zhiwei, Chongqing University

“Unplugging the Unplugged (All We Want Are the Facts)” Valery Terin, Moscow State Institute of International Relations

“Building New Media Resources for Public Deliberation about Urban Futures: Plugging Into the City” John Monberg, Michigan State University

“Crossmedia Strategies and the Construction of \_Republic\_ in Three Decisive Moments of Colombian History” Carolina Campalans, University of Rosario, Bogota, Colombia

## Session 3.2 10:30—11:45 *General Business Meeting* GVSU Loosemore Auditorium

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### LUNCH BREAK 11:45-1:15

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## Sessions 3.3 1:15—2:30

### Session 3.3.1 Exploring the Parameters of Media Ecology Room: 119

**Moderator:** Sara van den Berg, Saint Louis University

**Presenters:**

“Transmedia Journalism as a Post-Digital Narrative” Kevin Moloney, University of Colorado

“Talking about Pain: Narrative as Evidence in Diagnosis and Treatment of Chronic Pain” Sara van den Berg, Saint Louis University

“A Moveable Shroud: Phone Booths and Mobile Designs” Paul Gansky, University of Texas at Austin

### Session 3.3.2 McLuhan and... (Part Two) Room: 121

**Moderator:** Blake Seidenshaw, Columbia University

**Panelists:**

“Timothy Leary’s Media Ecology” Vicente Berdayes, Barry University

“McLuhan and Quantum Mechanics” Blake Seidenshaw, Columbia University

“Toward a Social Theory of Media Ecology: Ian Hacking and the Politics of Formal Cause” John Dowd, Bowling Green State University

“McLuhan’s Theory as a Part of the Networking Paradigm of Modernity: An Unplugged Version of ‘Electronic Thinking’” Martin Speer, Technical University of Dortmund

### Session 3.3.3 Creative Explorations in PowerPoint and Pecha Kucha Room: 207

**Moderator:** Gerald Erion, Medaille College

**Panelists:**

"20x20: An Introduction to PechaKucha" Gerald Erion, Madaille College

"The Word" Lance Strate, Fordham University

"A Love Letter, A Poem, of Sorts" Susan Jasko, California University of Pennsylvania

"Syn(aes)thestic" Thom Gencarelli, Manhattan College

"Ceci n'est pas un Téléphone or Hooked on Telephonics: A Pata-philophonemic Investigation of the Telephone" Adeena Karasick, Fordham University

"The Medium Is..." Lance Strate, Fordham University

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## Sessions 3.4 2:45—4:00

### Session 3.4.1 Body, Sexuality, and Subjectivity Room: 119

**Moderator:** Brecken Chinn Swartz, Curry College

**Presenters:**

“Telepresence and the Ethics of Digital Cheating” Brett Lunceford, University of South Alabama

“Unplugging from Virtual Sex” Valerie Peterson, Grand Valley State University

“Transected: Identity (de)construction, drivers' licenses, and trans\* people” Jan Buterman, University of Alberta

Thursday

Friday

Saturday

Sunday



Thursday

**Session 3.4.2 Theorizing Media Ecology**

**Room: 121**

**Moderator:** Fernando Gutierrez, Tecnologico de Monterrey, Mexico

**Presenters:**

“McLuhan and the Concept of Extensions” Rodrigo Barbosa, Concordia University

“Adaptation and Exaptation in Digital Environments” Fernando Gutierrez, Tecnologico de Monterrey, Mexico

“Foundations of Intermedia: How to understand new media and transmedia narratives” Octavio Islas, Tecnologico de Monterrey, Mexico

“The Influence of Marshall McLuhan on Complexity Theorists Robert Ulanowicz, Terrence Deacon and Stuart Kauffman” Robert K. Logan, Chief Scientist, sLab at OCAD

Friday

**Session 3.4.3 The Unplugged Notes of Heidegger, Husserl, and McLuhan: Plucking the Phenomenological Strings of Media Ecology**

**Room: 207**

**Moderator:** Erik A. Garrett, Duquesne University

**Panelists:**

“Unplugging the Epoche: Media Ecological Implications of Husserl’s Phenomenological Reduction” David DeJuliis

“Husserl and McLuhan Unplugged: Harmonizing Phenomenology and Media Ecology” Erik A. Garrett, Duquesne University

“Re-concealing being: A Heideggerian analysis of un-plugging technology” Brian Gilchrist, Duquesne University

“Tetradic Realism: Unplugging McLuhan from the Phenomenological Tradition” Anthony M. Wachs, Northern State University

**Session 3.5 Plenary Speaker 4:15—5:30**

*GVSU Loosemore Auditorium*

**Morris Berman: “In Praise of Shadows”**

**6:00 Buffet Dinner, Award Ceremony, & Presidential Address**

**Thom Gencarelli: “Media Ecology and Artistic Practice/Media Ecology as Artistic Practice”**

*Amway Grand Hotel*

Saturday

Sunday

# Sunday, June 23<sup>rd</sup>

GVSU Richard M. DeVos Center

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## Session 4.1 9:00—10:15

### Session 4.1.1 Media Ecological Perspectives on Cultural Transformation Room: 119

**Moderator:** Thom Gencarelli, Manhattan College

**Presenters:**

“Manufacturing Culture: A Comparative Spatial Analysis of Film Production in Three Rust Belt Cities” R. James Wertz, Edinboro University of Pennsylvania

“The Quiet Revolution will be televised: Quebec tunes in and unplugs from Canada” Jonathan Slater, SUNY Plattsburgh

“Toward an Ecology of Hope: Weather, Media, and Community Resilience” Susan A. Jasko, California University of Pennsylvania, and Kenneth Graham, National Weather Service

### Session 4.1.2 No Sense of Place: Media Ecology Grad Students Room: 121

**Moderator:** Michael Plugh, Temple University

**Panelists:**

Matt Thomas, University of Iowa

Michael Plugh, Temple University

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## Session 4.2 10:30—11:45

### Session 4.2.1 Taking up McLuhan’s Cause: Emergence and Essence Room: 119

**Moderator:** Robert K. Logan, Chief Scientist, sLab at OCAD

**Panelists:**

Robert K. Logan, Chief Scientist, sLab at OCAD

Chad Hansen, Collin College

Corey Anton, Grand Valley State University

Eric S. Jenkins, University of Cincinnati

Lance Strate, Fordham University

### Session 4.2.2 Understanding New Media Room: 121

**Moderator:** Stephanie Gibson, University of Baltimore

**Presenters:**

“Media Ecological Praxis and the Poetic” Barry Liss, University of Wisconsin College

“The Evolution of Mass Media Taxonomy” Barbara Roos, Grand Valley State University

“Interactive Maps as Newspaper for Unplugged Citizen” Denis Reno & Luciana Reno, University of Rosario, Bogota, Colombia

Thursday

Friday

Saturday

Sunday

Thursday

Friday

Saturday

Sunday

**Moderator:** Valerie V. Peterson, Grand Valley State University

**Presenters:**

- “CCTV Tetrad: A Media Ecology Perspective” Brandon Wyant, Eastern Michigan University
- “Cracking the McLuhan Code: The Classical Rhetorical Genealogy of Laws of Media” Read Schuchardt, Wheaton College
- “Beyond the Plug: Exploring Hypertext through the Tetrad” Joe Torok, Eastern Michigan University

**Session 4.3    12:00—12:15    Closing Remarks**

*GVSU Loosemore Auditorium*

# DUQUESNE UNIVERSITY

## *Department of Communication & Rhetorical Studies*



### **Undergraduate Program (BA)**

Integrated Marketing Communication

Corporate Communication

Communication Studies

Rhetoric

### **Graduate Program (MA)**

Integrated Marketing Communication

Corporate Communication

Rhetoric & Philosophy of Communication

Rhetoric of Technology


### **Rhetoric (PhD)**

Communication Ethics in the Public Sphere

Interpersonal & Organizational Communication

Integrated Marketing Communication

Rhetoric of Technology



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# **14<sup>th</sup> Annual Convention Top Paper Awards**

## **The 2013 MEA Convention Top Paper Award**

**Brett Lunceford** "Telepresence and the Ethics of Digital Cheating"

## **The 2013 Linda Elson Scholar Award for Top Student Paper**

**Helma Sawatzky** "Reconfigurations: Unfolding the Spaces of Mobile Listening"

## ***The 2013 MEA Awards***

The **Marshall McLuhan Award** for Outstanding Book in the Field of Media Ecology to

**John Miles Foley** for *Oral Tradition and the Internet: Pathways of the Mind*

The **Walter Benjamin Award** for Outstanding Article in the Field of Media Ecology to

**Mara Mills** for "Hearing Aids and the History of Electronics Miniaturization"

The **Erving Goffman Award** for Outstanding Scholarship in the Ecology of Social Interaction to

**Valerie V. Peterson** for *Sex, Ethics and Communication: A Humanistic Approach to Conversations on Intimacy*

The **Susanne K. Langer Award** for Outstanding Scholarship in the Ecology of Symbolic Form to

**David Bellos** for *Is that a Fish in Your Ear?: Translation and the Meaning of Everything*

The **Dorothy Lee Award** for Outstanding Scholarship in the Ecology of Culture to

**Peter Lunefeld** for *The Secret War Between Downloading and Uploading: Tales of the Computer as a Culture Machine*

The **Lewis Mumford Award** for Outstanding Scholarship in the Ecology of Technics to

**Janet Sternberg** for *Misbehavior in Cyber Places: The Regulation of Online Conduct in Virtual Communities on the Internet*

The **Harold A. Innis Award** for Outstanding Thesis or Dissertation in the Field of Media Ecology to

**Yoni Van Den Eede** for *Amor Technologiae: Marshall McLuhan as a Philosopher of Technology*

The **Mary Shelley Award** for Outstanding Fictional Work to

**Robin Sloan** for *Mr. Penumbra's 24-Hour Bookstore*



The **John Culkin Award** for Outstanding Praxis in the Field of Media Ecology to  
**Laureano Ralon** for the *Figure/Ground Communication* Website

The **Louis Forsdale Award** for Outstanding Educator in the Field of Media Ecology to  
**Clifford Christians**

The **Jacques Ellul Award** for Outstanding Media Ecology Activism to  
**Aaron Swartz**

The **James W. Carey Award** for Outstanding Media Ecology Journalism to  
**David Pogue**

The **Christine L. Nystrom Award** for Career Achievement in Service to the Field of Media Ecology to  
**Thomas Gencarelli**

The **Edmund S. Carpenter Award** for Career Achievement in Editing in the Field of Media Ecology to  
**Gary Gumpert**

The **Walter J. Ong Award** for Career Achievement in Scholarship to  
**Lance Strate**

The **Neil Postman Award** for Career Achievement in Public Intellectual Activity to  
**Morris Berman**

## PAST MEA AWARD RECIPIENTS

### The Marshall McLuhan Award for Outstanding Book in the Field of Media Ecology

- 2000 - **Neil Postman** for *Building a Bridge to the Eighteenth Century: How the Past Can Improve Our Future*  
2001 - **Thomas J. Farrell** for *Walter Ong's Contributions to Cultural Studies: The Phenomenology of the Word and I-Thou Communication*  
2002 - **Douglas Rushkoff** for *Coercion: Why We Listen to What "They" Say*  
2003 - **Frederick Wasser** for *Veni, Vidi, Video: The Hollywood Empire and the VCR*  
2004 - **Francis Fukuyama** for *Our Posthuman Future: Consequences of the Biotechnology Revolution*  
2005 - **Donald N. Wood** for *The Unraveling of the West: The Rise of Postmodernism and the Decline of Democracy*  
2006 - **Thomas de Zengotita** for *Mediated: How the Media Shapes Your World and the Way You Live in It*  
2007 - **Peter K. Fallon** for *Printing, Literacy, and Education in Eighteenth Century Ireland: Why the Irish Speak English*  
2008 - **Richard Barbrook** for *Imaginary Futures: From Thinking Machines to the Global Village*  
2009 - **Rick Williams** and **Julianne Newton** for *Visual Communication: Integrating Media, Art, and Science*  
2010 - **Viktor Mayer-Schönberger** for *Delete: The Virtue of Forgetting in the Digital Age*  
2011 - **Sheila Nayar** for *Cinematically Speaking: The Orality-Literacy Paradigm for Visual Narrative*  
2012 - **Barbie Zelizer** for *About to Die: How News Images Move the Public*

### The Walter Benjamin Award for Outstanding Article in the Field of Media Ecology

- 2000 - **Walter J. Ong, S.J.** for "Digitization Ancient and Modern: Beginnings of Writing and Today's Computers"  
2001 - **Pablo J. Boczkowski** for "Mutual Shaping of Users and Technologies in a National Virtual Community"  
2002 - **Erik P. Bucy** and **Kimberly S. Gregson** for "Media Participation: A Legitimizing Mechanism of Mass Democracy"  
2003 - **Alan Randolph Kluver** for "The Logic of New Media in International Affairs"  
2004 - **Susan B. Barnes** for "The Development of Graphical User Interfaces and Their Influence on the Future of Human-Computer Interaction"  
2005 - **Sheila J. Nayar** for "Invisible Representation: The Oral Contours of a National Popular Cinema"  
2006 - **Edward Wachtel** for "Did Picasso and Da Vinci, Newton and Einstein, the Bushman and the Englishman See the Same Thing When They Faced the East at Dawn? Or, Some Lessons I Learned from Marshall McLuhan about Perception, Time, Space, and the Order of the World"  
2007 - **Corey Anton** for "Playing with Bateson: Denotation, Logical Types, and Analog and Digital Communication"  
2008 - **Robert MacDougall** for "Identity, Electronic Ethos, and Blogs: A Technologic Analysis of Symbolic Exchange on the New News Medium"  
2009 - **Thomas J. Bruneau** for "Time, Change, and Sociocultural Communication: A Chronemic Perspective"  
2010 - **Brenton J. Malin** for "Mediating Emotion: Technology, Social Science, and Emotion in the Payne Fund Motion-Picture Studies"  
2011 - **Keith N. Hampton** for "Internet Use and the Concentration of Disadvantage: Glocalization and the Urban Underclass"  
2012 - **James C. Morrison** for "Acoustic, Visual, and Aural Space: The Quest for Virtual Reality in Musical Reproduction"

### The Erving Goffman Award for Outstanding Scholarship in the Ecology of Social Interaction

- 2004 - **Corey Anton** for *Selfhood and Authenticity*  
2005 - **Aaron Ben Ze'ev** for *Love Online: Emotions on the Internet*  
2006 - **David Berreby** for *Us and Them: Understanding Your Tribal Mind*  
2007 - **Richard A. Lanham** for *The Economics of Attention: Style and Substance in the Age of Information*  
2008 - **Paul Mason Fotsch** for *Watching the Traffic Go By: Transportation and Isolation in Urban America*  
2009 - **Rich Ling** for *New Tech, New Times: How Mobile Communication is Reshaping Social Cohesion*  
2010 - **Kenneth J. Gergen** for *Relational Being: Beyond Self and Community*  
2011 - **Richard S. Hallam** for *Virtual Selves, Real Persons: A Dialogue Across Disciplines*  
2012 - **Corey Anton** for *Sources of Significance: Worldly Rejuvenation and Neo-Stoic Heroism*

### **The Susanne K. Langer Award for Outstanding Scholarship in the Ecology of Symbolic Form**

- 2000 - **Robert K. Logan** for *The Sixth Language: Learning a Living in the Internet Age*  
2001 - **Raymond Gozzi, Jr.** for *The Power of Metaphor in the Age of Electronic Media*  
2002 - **Kevin G. Barnhurst** and **John Nerone** for *The Form of News: A History*  
2003 - **N. Katherine Hayles** for *Writing Machines*  
2004 - **Susan Sontag** for *Regarding the Pain of Others*  
2005 - **Heike Wiese** for *Numbers, Language, and the Human Mind*  
2006 - **Guy Deutscher** for *The Unfolding of Language: An Evolutionary Tour of Mankind's Greatest Invention*  
2007 - **Martin H. Levinson** for *Sensible Thinking for Turbulent Times*  
2008 - **Robert Hariman** and **John Louis Lucaites** for *No Caption Needed: Iconic Photographs, Public Culture, and Liberal Democracy*  
2009 - **Karin Barber** for *The Anthropology of Texts, Persons and Publics: Oral and Written Culture in Africa and Beyond*  
2010 - **Michael Wurtz** for *Enduring Words: Literary Narrative in a Changing Media Ecology*  
2011 - **Linda G. Elson** for *Paradox Lost: A Cross-Contextual Definition of Levels of Abstraction*  
2012 - **Whitney Davis** for *A General Theory of Visual Culture*

### **The Dorothy Lee Award for Outstanding Scholarship in the Ecology of Culture**

- 2002 - **Susan B. Barnes** for *Online Connections: Internet Interpersonal Relationships* and to **Stuart Biegel** for *Beyond Our Control? Confronting the Limits of Our Legal System in the Age of Cyberspace*  
2003 - **Nancy A. Walker** for *Shaping Our Mothers' World: American Women's Magazines*  
2004 - **Thomas L. Friedman** for *Longitudes and Attitudes: Exploring the World After September 11*  
2005 - **Robert Albrecht** for *Mediating the Muse: A Communications Approach to Music, Media, and Cultural Change*  
2006 - **Charlton D. McIlwain** for *When Death Goes Pop: Death, Media and the Remaking of Community*  
2007 - **David MacDougall** for *The Corporeal Image: Film, Ethnography, and the Senses*  
2008 - **Paul Rutherford** for *A World Made Sexy: Freud to Madonna*  
2009 - **Tom Boellstorff** for *Coming of Age in Second Life: An Anthropologist Explores the Virtually Human*  
2010 - **Diego Gambetta** for *Codes of the Underworld: How Criminals Communicate*  
2011 - **Lisa Brooks** for *The Common Pot: The Recovery of Native Space in the Northeast*  
2012 - **Sara van den Berg** and **Thomas M. Walsh** for *Language, Culture, and Identity: The Legacy of Walter J. Ong*

### **The Lewis Mumford Award for Outstanding Scholarship in the Ecology of Technics**

- 2000 - **Paul Levinson** for *Digital McLuhan: A Guide to the Information Millennium*  
2001 - **Jay David Bolter** and **Richard Grusin** for *Remediation: Understanding New Media*  
2002 - **Jack Lule** for *Daily News, Eternal Stories: The Mythological Role of Journalism*  
2003 - **Emily Thompson** for *The Soundscape of Modernity: Architectural Acoustics and the Culture of Listening in America, 1900-1933*  
2004 - **Scott Eastham** for *Biotech Time-Bomb: How Genetic Engineering Could Irreversibly Change Our World*  
2005 - **Margaret Cassidy** for *Bookends: The Changing Media Environment of American Classrooms*  
2006 - **Casey Man Kong Lum** for *Perspectives on Culture, Technology and Communication: The Media Ecology Tradition*  
2007 - **Timothy C. Campbell** for *Wireless Writing in the Age of Marconi* and to **Fred Turner** for *From Counterculture to Cyberculture: Stewart Brand, the Whole Earth Network, and the Rise of Digital Utopianism*  
2008 - **Steve Dixon** for *Digital Performance: A History of New Media in Theater, Dance, Performance Art, and Installation*  
2009 - **Yvonne Spielmann** for *Video: The Reflexive Medium*  
2010 - **Peter K. Fallon** for *The Metaphysics of Media: Towards an End of Postmodern Cynicism and the Construction of a Virtuous Reality*  
2011 - **Marco Adria** for *Technology and Nationalism*  
2012 - **Braden R. Allenby** and **Daniel Sarewitz** for *The Techno-Human Condition*

### **The Harold A. Innis Award for Outstanding Thesis or Dissertation in the Field of Media Ecology**

- 2000—**Donna Flayhan** for *Marxism, Medium Theory, and American Cultural Studies: The Question of Determination*
- 2001—**Lori Ramos** for *Self-Initiated Writing Practices and Conceptions of Writing Among Young Urban Adolescents*
- 2002—**Janet Sternberg** for *Misbehavior in Cyber Places: The Regulation of Online Conduct in Virtual Communities on the Internet*
- 2003—**Keith Hampton** for *Living the Wired Life in the Wired Suburb: Netville, Glocalization and Civil Society*
- 2004—**Brian Cogan** for *Wired Worlds: An Analysis of Newspaper Coverage of the Personal Computer and the Internet*
- 2005—**Mary Ann Allison** for *Gecyberschaft: A Theoretical Model for the Analysis of Emerging Electronic Communities*
- 2006—**Susan Jacobson** for *Scrapbook of the Chinese Cultural Revolution: Hypertext and the Representation of History*
- 2007—**Adriana Braga** for *Feminilidade Mediada por Computador: Interação Social no Circuito-Blogue [Computer-Mediated Femininity: Social Interaction on the Blog Circuit]*
- 2008—**Stephanie Bennett** for *The Disappearance of Silence: A Dialectical Exploration of the Interpersonal Implications of Personal Mobile Media as Viewed through the Lens of Jacques Ellul's La Technique*
- 2009—**Catherine Allison Adams** for *PowerPoint and the Pedagogy of Digital Media Technology*
- 2010—**Mogens Olesen** for *Survival of the Mediated: Speech, The Printing Press, and the Internet as Selection Mechanisms in Cultural Evolution*
- 2011—**Joseph A. Kim** for *Marshall McLuhan's Theological Anthropology*
- 2012—**Marcello Santos de Medeiros** for *O Lugar Na Comunicação: Um Estudo Sobre a Comunicação Locativa em Zonas Bluetooth*

### **The Mary Shelley Award for Outstanding Fictional Work**

- 2003—**Paul Levinson** for *The Consciousness Plague*
- 2004—**William Gibson** for *Pattern Recognition*
- 2005—**John G. McDaid** for "Keyboard Practice, Consisting of an Aria with Diverse Variations for the Harpsichord with Two Manuals"
- 2006—**Rick Moody** for *The Diviners*
- 2007—**Janna Levin** for *A Madman Dreams of Turing Machines*
- 2008—**Jean-Claude Carrière** for *Please, Mr. Einstein*
- 2009—**Geraldine Brooks** for *People of the Book*
- 2010—**Steve Tomasula** for *TOC* (a new media novel)
- 2011—**Chuck Wachtel** for *3/03*
- 2012—**Shumeet Baluja** for *The Silicon Jungle* and to **Robert K. Blechman** for *Executive Severance*

### **The John Culkin Award for Outstanding Praxis in the Field of Media Ecology**

- 2000—**Jerome Agel** for *The Medium is the Massage* (audio CD and book)
- 2001—**Douglas Rushkoff** for *The Merchants of Cool* (television documentary produced for the PBS program *Frontline*, initially aired February 26, 2001)
- 2002—**William Bly** and **John McDaid** for *Media Ecology Unplugged* (audio music recording, available on CD and as down-loadable MP3 files at [www.infomonger.com/meunplug/](http://www.infomonger.com/meunplug/) .
- 2003—**Kevin McMahon** for *McLuhan's Wake* (video documentary produced by Primitive Entertainment and the National Film Board of Canada)
- 2004—**John Bishop** and **Harald Prins** for *Oh, What a Blow That Phantom Gave Me!* (documentary film; DVD distributed by Media Generations)
- 2005—**Toni Urbano** and **NYU-TV Productions** for *A Conversation with Neil Postman* (video documentary)
- 2006—**Deiren Masterson** for *McLuhan Way: In Search for Truth* (video documentary)
- 2007—**Michael Wesch** for *The Machine is Us/ing Us* (video on YouTube.com)
- 2008—**Eric Goodman** for *Thus Spoke the Spectacle* (videos and website)
- 2009—**Peter C. Rollins** for *The Benjamin Lee Whorf Legacy* (CD-ROM)
- 2010—**Barry Vacker** for *Space Times Square* (video)
- 2011—**Nora Bateson** for *An Ecology of Mind* (documentary film)
- 2012—**Robert Albrecht** for *Song of the Poet* (musical composition on CD)

**The Louis Forsdale Award for Outstanding Educator in the Field of Media Ecology**

2000—Christine Nystrom	2007—Octavio Islas
2001—Joshua Meyrowitz	2008—Lee Thayer
2002—Edmund Carpenter	2009—Bruce E. Gronbeck
2003—James W. Carey	2010—Salvatore J. Fallica
2004—Gary Gumpert	2011—Alex Kuskis
2005—Frank E. X. Dance	2012—Janet Sternberg
2006—Terence P. Moran	

**The Jacques Ellul Award for Outstanding Media Ecology Activism**

2000—Stephanie B. Gibson	2007—Donna Flayhan
2001—Dennis Gallagher	2008—Margot Hardenbergh
2002—Parry Aftab	2009—Mark Lipton
2003—Ronald J. Deibert	2010—Eric Goodman and Mike Stevens
2004—The Reverend Everett C. Parker	2011—Lisa Prins
2005—Jerry Brown	2012—Scott Harrison
2006—Andrew Rasiej	

**The James W. Carey Award for Outstanding Media Ecology Journalism**

2007—Philip Marchand
2008—Marvin Kitman
2009—Thomas de Zengotita
2010—Eugene Marlow
2011—David Hendy
2012—David Carr

**The Christine L. Nystrom Award for Career Achievement in Service to the Field of Media Ecology**

2011—Robert Barry Francos
2012—Terence P. Moran

**The Edmund S. Carpenter Award for Career Achievement in Editing in the Field of Media Ecology**

2012—Thomas J. Farell and Paul A. Soukup
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**The Walter J. Ong Award for Career Achievement in Scholarship**

2004—Denise Schmandt-Besserat	2009—John Miles Foley
2005—James W. Carey	2010—Don Ihde
2006—Elizabeth L. Eisenstein	2011—Robert K. Logan
2007—Jay David Bolter	2012—Sherry Turkle
2008—Joshua Meyrowitz	

**The Neil Postman Award for Career Achievement in Public Intellectual Activity**

2004—Douglas Rushkoff	2009—Alan Kay
2005—Paul Levinson	2010—Mary Catherine Bateson
2006—Howard Rheingold	2011—Gary Gumpert
2007—Eric McLuhan	2012—Jaron Lanier
2008—Fritjof Capra	



### **The MEA Convention Top Paper Award**

- 2003—**Arthur W. Hunt, III** for “The Image Versus the Word: Old Story, New Twist: A Lament from a Christian Media Ecologist”
- 2004—**Kip Redick** for “Theme Parks as Sacred Places and Commercial Sanctuaries”
- 2005—**Ellen Rose** for “The Wiring of Bhutan: A Test Case for Media Ecology in the Non-Western World”
- 2006—**Davis Foulger** for “Medium as an Ecology of Genres: Integrating Media Theory and Genre Theory” and to **Peter A. Maresco** and **Cheryl A. Casey** for “Stories in Stone, Stories on Screen: An Examination of Increased Personalization of Cemetery Memorials”
- 2007—**Anny Pym** for “Orality, Secondary Orality, and the Presence of the Word”
- 2008—**Stephanie Bennett** for “The City’s Curse; The Church’s Plight: Technology, Communication and the Sacred”
- 2009—**Matthew A. Killmeier** for “Invasion of the Body Snatchers: Disembodiment, Media, and Innis and Carey”
- 2010—**Claudia Springer** for “Watch the Birdie: Image-Making and Wildlife Conservation”
- 2011—**Eric Jenkins** for “Another Punctum”
- 2012—**Eric Jenkins** for “Updating Narcissus, the ur-Myth of Media, for the Digital Age”

### **The Linda Elson Scholar Award for the Top Student Paper at the MEA Convention**

- 2003—**Lisa Hanson** for “PRO-ANA, a Culture Remediated in Cyberspace”
- 2004—**Megan Rogers** for “Taoism, Media Ecology, and the Reason the West Just Can’t ‘Dig it’”
- 2005—**Cuthbert Alexander** for “Community Journalism: Hope for a Society Without Heroes” and to **Michael T. Zimmer** for “Media Ecology and Value Sensitive Design: A Combined Approach to Understanding the Biases of Media Technology”
- 2006—**David Parisi** for “Fingerbombing or ‘Touching Is Good’: The Cultural Construction of Technologized Touch”
- 2007—**Xiaoyan Xiang** for “Walling-In and Walling Out”
- 2008—**Phil Rose** for “René Girard as Media Ecologist”
- 2009—**Jason Kalin** for “Toward a Rhetoric of Hybrid-Space Walking”
- 2010—**J.N. Beckham** for “Food and Drink: Engaging the Logics of New Mediation”
- 2011—**Helma Sawatsky** for “Anemone Theory: An Exploration of Digital Media as Phenomena”
- 2012—**Angela M. Cirucci** for “First Person Paparazzi: Why Social Media Should Be Studied More Like Video Games”

### **2013 MEA AWARDS COMMITTEE**

#### **Publications Awards**

Brian Cogan  
Paul Levinson  
Lance Strate

#### **Innis Award**

Casey Man Kong Lum  
M. J. Robinson  
Janet Sternberg

#### **Shelley Award**

Sara van den Berg  
Brian Cogan  
Sheila Nayar  
Michael Grabowski

#### **Culkin Award**

Thom Gencarelli  
Fernando Gutiérrez  
Eric McLuhan

#### **Forsdale Award**

Edward E. Tywoniak  
Ellen Rose  
Paul A. Soukup

#### **Ellul Award**

Stephanie Bennett  
Peter Fallon  
Donna Flayhan

#### **Carey Award**

Paul Grosswiler  
Donna Halper  
James C. Morrison

#### **Nystrom Award**

Brian Cogan  
Janet Sternberg  
Lance Strate

#### **Carpenter Award**

Brian Cogan  
Paul Grosswiler  
Janet Sternberg  
Lance Strate

#### **Ong Award**

Sara van den Berg  
Brian Cogan  
Thom Gencarelli  
Paul Grosswiler  
Janet Sternberg  
Lance Strate

#### **Postman Award**

Brian Cogan  
Thom Gencarelli  
Douglas Rushkoff  
Paul Levinson  
Janet Sternberg  
Lance Strate

# *Call for Nominations for the 2014 MEA Awards*

## **The Marshall McLuhan Award for Outstanding Book in the Field of Media Ecology**

Open to books published in 2010 or later on any topic related to media ecology. Entry requirements: Letter of nomination or self-nomination and two copies for initial screenings; finalists will be instructed to send three copies directly to the judges. Entrants may request simultaneous consideration for the Erving Goffman Award, the Susanne K. Langer Award, the Dorothy Lee Award, and/or the Lewis Mumford Award.

## **The Erving Goffman Award for Outstanding Scholarship in the Ecology of Social Interaction**

Open to books and articles published in 2010 or later that focus on social situations, symbolic interaction, interpersonal communication (both face-to-face and technologically mediated), nonverbal communication, social space, temporal rhythms, rules of engagement, performance of roles, and the presentation of self in everyday life. Entry requirements: Letter of nomination or self-nomination and two copies for initial screenings; finalists will be instructed to send three copies directly to the judges. Entrants may request simultaneous consideration for the Marshall McLuhan Award and/or the Walter Benjamin Award.

## **The Susanne K. Langer Award for Outstanding Scholarship in the Ecology of Symbolic Form**

Open to books and articles published in 2010 or later that focus on the ecology of language, semantics, semiotics, codes, symbol systems, aesthetic form, etc. Entry requirements: Letter of nomination or self-nomination and two copies for initial screenings; finalists will be instructed to send three copies directly to the judges. Entrants may request simultaneous consideration for the Marshall McLuhan Award and/or the Walter Benjamin Award.

## **The Dorothy Lee Award for Outstanding Scholarship in the Ecology of Culture**

Open to books and articles published in 2010 or later that focus on the ethnographic or intercultural analysis of communication, perception, cognition, consciousness, media, technology; material culture, and/or the natural environment. Entry requirements: Letter of nomination or self-nomination and two copies for initial screenings; finalists will be instructed to send three copies directly to the judges. Entrants may request simultaneous consideration for the Marshall McLuhan Award and/or the Walter Benjamin Award.

## **The Lewis Mumford Award for Outstanding Scholarship in the Ecology of Technics**

Open to books and articles published in 2010 or later that focus on the history and/or philosophy of technology or science; studies of specific technologies, techniques, or media, and/or their social, cultural, and psychological effects; analysis and criticism of the technological/information society. Entry requirements: Letter of nomination or self-nomination and two copies for initial screenings; finalists will be instructed to send three copies directly to the judges. Entrants may request simultaneous consideration for the Marshall McLuhan Award or the Walter Benjamin Award.

## **The Walter Benjamin Award for Outstanding Article in the Field of Media Ecology**

Open to articles, essays, reviews, and book chapters published in 2010 or later on any topic related to media ecology. Entry requirements: Letter of nomination or self-nomination and five copies. Entrants may request simultaneous consideration for the Erving Goffman Award, the Susanne K. Langer Award, the Dorothy Lee Award, and/or the Lewis Mumford Award.

## **The Harold A. Innis Award for Outstanding Thesis or Dissertation in the Field of Media Ecology**

Open to any Master's thesis or doctoral dissertation completed for a degree granted in 2010 or later on any topic related to media ecology. Entry requirements: Letter of nomination or self-nomination and five copies.

## **The Mary Shelley Award for Outstanding Fictional Work**

Open to novels, short stories, hypertexts, plays, scripts, comics, audio recordings, motion pictures, videos, and other narrative forms, published or released in 2010 or later, that include media ecology themes, concepts, or insights. Entry requirements: Letter of nomination or self-nomination and five copies.

## **The John Culkin Award for Outstanding Praxis in the Field of Media Ecology**

Open to works of art, media production, professional activity or other practical applications of the media ecology approach introduced in 2010 or later. Entry requirements: Letter of nomination or self-nomination and five copies of supporting materials.

## **The Louis Forsdale Award for Outstanding Educator in the Field of Media Ecology**

Open to any instructor on any educational level. Entry requirements: Letter of nomination or self-nomination and five copies of supporting materials.

## **The Jacques Ellul Award for Outstanding Media Ecology Activism**

Open to any individual engaged in political activism whose work is informed by the media ecology perspective. Entry requirements: Letter of nomination or self-nomination and five copies of supporting materials.

## **The James W. Carey Award for Outstanding Journalism**

Open to any individual engaged in journalism whose work is informed by the media ecology perspective. Entry requirements: Letter of nomination or self-nomination and five copies of supporting materials.

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Send all entries by November 15, 2013 to

Brian Cogan

Awards Coordinator

Media Ecology Association

Department of Communications

Molloy College

Rockville Centre, NY 11571

For more information, see the MEA Web site at <http://www.media-ecology.org/awards/> or contact Brian Cogan at [bcogan@molloy.edu](mailto:bcogan@molloy.edu) or 516-678-5000, Ext. 6413

## Confronting Technopoly: Creativity & the Creative Industries in Global Perspective

### Call For Papers

June 19-22, 2014

Ryerson University – Toronto, Canada

**Convention Coordinator:** Phil Rose ([dr.philrose@gmail.com](mailto:dr.philrose@gmail.com))

The ‘Toronto School of Communication’ represents one of media ecology’s main developmental pillars. And, in 2014, Ryerson University will host our 15<sup>th</sup> Annual Convention – the first to be held in the city of Toronto. The relationship between Marshall McLuhan and the former ‘Ryerson Institute of Technology’ began in the early 1950s, and the latter was later to provide the venue where McLuhan accomplished much of the work for his “Project in Understanding New Media” (1960). Completed for the U.S. Department of Health, Education, and Welfare, this work later formed the basis for his internationally renowned book *Understanding Media* (1964). A text in which McLuhan articulates his sense of the socio-cultural role that creativity and ‘integral awareness’ must play for future human survival, the 50<sup>th</sup> anniversary of its first publication coincides with our convention.

Neil Postman’s neologism ‘Technopoly’ – roughly what Jacques Ellul calls ‘La Technique’ and what McLuhan refers to as ‘technological trauma’ – is a rich concept. Denoting the digital age cultural conditions characterised by elements such as scientific management, scientism, information overload, and other forms of socio-technical conflict, it also includes the contemporary moral crisis associated with ‘autonomous technology’, corporatism, Pentagon capitalism, totalitarian technocracy, and American global hegemony. “Nature and history seem to have agreed to designate us in Canada for a corporate, artistic role,” McLuhan wrote in the late 1970s. “As the U.S.A. becomes a world environment through its resources, technology, and enterprises, Canada takes on the function of making that world environment perceptible to those who occupy it”. In the Canadian spirit, then, let us collectively probe the phenomenon of Technopoly in relation to any topics, but with particular interest in how creativity and the cultural or creative industries might evolve in relation to it, and possibly serve to neutralise its toxic effects. Though priority will be given to submissions that touch upon or reflect the conference theme, all abstracts for papers, panel proposal submissions, etc. that address media ecological topics are welcome. Authors who wish to be considered for the Top Paper or Top Student Paper awards should submit manuscripts indicating the award they are applying for.

The convention site is located in the heart of Toronto’s downtown core, and those visiting us from afar may also appreciate participating in our organised visit to Niagara Falls at the Canada/U.S. border – an environment inscribed by some as one of the ‘seven wonders of the world’.

### Guidelines for Submission (Submission Deadline: November 1, 2013)

#### **For Manuscripts:** (for MEA award submissions)

1. Manuscripts should be 4,000-6,000 words (15 to 25 double-spaced pages)
2. Include cover page with academic/professional affiliation and other contact information.
3. Include a 150-word abstract, with the title. Use APA, MLA or Chicago style.

#### **For Paper and Panel Proposals:**

1. Include title, 250 words abstract, and contact information with your proposal.
2. Outline, as relevant, how your paper or panel will fit with the convention theme.

## **MEA OFFICERS**

### **2013 Executive Board**

President: Thomas F. Gencarelli - Manhattan College (2011-2013)

Vice President: Corey Anton - Grand Valley State University (2013)

Vice President-Select: Phil Rose - York University (2012–2014)

Immediate Past President: James C. Morrison - Boston College (2013)

Treasurer: Paul A. Soukup, SJ - Santa Clara University (2011–2013)

Executive Secretary: Fernando Gutiérrez - Tecnológico de Monterrey, Campus Estado de México (2011–2013)

Recording Secretary: Sheila Nayar - Greensboro College (2012–2014)

Historian: Sara van den Berg - Saint Louis University (2012–2014)

Editor-in-Chief: Paul Grosswiler - University of Maine, Orono (2013)

Internet Officer: Brett Lunceford - University of Southern Alabama (2013)

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## **Past Electronic Mailing List Managers**

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**Villanova University's Waterhouse Family Institute for the Study of Communication & Society is proud to support the work of the Media Ecology Association, and all those who gather at this convention.**

**The WFI was founded on the principle that the study and practice of communication is inherently connected to issues of ethics and social justice, and that properly understood, communication is central to the creation of positive social change. For more information on the WFI's symposia and events, research grants, and student activities, please visit our website: <http://wfi.villanova.edu>**



# ***EXPLORATIONS IN MEDIA ECOLOGY {EME}***

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## MEA NEWSLETTER – *IN MEDIAS RES*

MEA members receive the newsletter twice a year. Keep up with the latest MEA activities and keep us up-to-date about you. Send personal news, information of interest to media ecologists, ideas for short articles, and especially ideas for book reviews, to the Editor of *In Medias Res*.

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## MEA ELECTRONIC MAILING LIST

The MEA's electronic mailing list provides a space for reasoned, informed, and civil discussion about communication, media, and culture among persons interested in themes or subjects relevant to the field of media ecology. Subscribers use this list to share views, exchange information, and learn about interesting events related to media ecology.

### **Guidelines for Participation in the MEA List**

By subscribing to this list you agree to abide by all conditions of participation established by the list managers, and as varied from time to time at their sole discretion.

Contributors to this list are solely and entirely responsible for their messages, particularly with regard to any information and data that may be exchanged.

Contributions to the list are not moderated, but only list subscribers are permitted to post. Only subscribers are allowed to view the subscribers list and the message archives.

Participants are expected to conform to normal standards of civilized discussion. This does not rule out heated debate – but it does rule out submissions which are personally abusive, insulting, or otherwise qualify as flaming or spamming. Messages that may be construed or interpreted as discriminatory, promulgating hatred or obscenity, or defamation of any kind will not be tolerated. Also considered disruptive to the list is an excessive volume of postings.

The list managers are responsible for ensuring that these guidelines are observed. They reserve the right to take whatever measures are required to ensure these guidelines are respected by participants. Such measures include, but are not limited to, removing from the list those who do not abide by these guidelines.

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Click on the "subscribe" button and you're subscribed. You should receive a subscription acknowledgment shortly thereafter from the list processor, containing additional information.

Once you've subscribed to the MEA mailing list following this procedure, you can send messages to the entire list by e-mailing:

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# LIST OF CONVENTION PARTICIPANTS

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Arrington, Philip	1.1.1
Bamford, Art	1.3.1
Barbosa, Rodrigo	3.4.2
Berdayes, Vicente	1.1.3, 3.3.2
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Berman, Morris	3.5
Bravo, Esau	2.2.3
Buterman, Jan	3.4.1
Cali, Dennis	1.3.2
Campalans, Carolina	2.4.3, 3.1.4
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Chrystall, Andrew	1.3.3, 2.3.1
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Hevern, SJ, Vincent	2.2.1
Hunt, III, Arthur W.	2.3.2, 2.4.1
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Jasko, Susan	3.1.4, 3.3.3, 4.1.1
Jenkins, Eric S.	1.1.3, 2.2.2, 4.2.1
Karasick, Adeena	3.3.3
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Kuskis, Alex	1.3.2
Lahman, Mary	1.2.2
Levinson, Martin	1.2.2
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Logan, Robert K.	1.1.3, 3.1.2, 3.4.2, 4.2.1
Lopez Cruz, Claudia Susana	2.3.2
Lunceford, Brett	1.3.1, 3.4.1
MacDougall, Robert	1.3.2, 3.1.2
Mason, A. Michelle	1.2.3
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Moffett, Chris	1.3.3
Molina, Silvia	1.2.1
Moloney, Kevin	3.3.1
Monberg, John	3.1.4
Moreno, Adriana	1.1.2
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Nayar, Sheila	1.1.2, 2.2.1
Niven, Adam	1.2.1
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<b>Presenter</b>	<b>Session Number(s)</b>
Salvitti, Stephen	2.2.2
Sanchez de Antunano, Jorge	2.3.2
Sawatzky, Helma	2.2.3
Schaff, Jon	3.1.1
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Thames, Richard	2.3.2
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Wertz, R. James	4.1.1
Wittenbraker, Paul	1.1.1
Wyant, Brandon	4.2.3
Zhang, Peter	1.1.3, 2.2.2, 3.1.2
Zhiwei, Yu	3.1.4

## NOTES

## **Additional Convention Information:**

### **Grand Rapids Art Museum – Works on Paper Study (Prints Room) Excursion**

Curators from the Grand Rapids Art Museum (GRAM) will be keeping the Works on Paper Study (Print Room) open – especially for MEA visitors – on Friday June 21, from 7PM-9PM. The GRAM is only a short walk from both the DeVos center and the Amway Grand Hotel.

The Works on Paper Study will feature print collection highlights, including prints by Francisco Goya, Mary Cassatt, and Edward Hopper. A staff member will be present in the Works on Paper Study to answer questions, and MEA guests will be able to explore the Works on Paper Study and the rest of the museum at their own pace.

The GRAM is offering MEA participants a \$5 per person discounted rate, and a 10% off discount in the Museum Store.

Convention-goers will need to show their MEA badge for the discount.

Friday Nights at the GRAM also include a cash bar and live piano music. At 7PM- 7:30PM, GRAM will also be announcing our ArtPrize artists for 2013.

After the cocktail reception on Friday, please consider taking advantage of this very special “unplugged” media experience!



### **Starbucks and Café Hours (at the GVSU campus in the adjacent building)**

Thursday, June 20:

Starbucks Open 7:30a - 2p

Cafe Open 11a- 2pm

Friday, June 21:

Starbucks Open 7:30a - 2p (normally Closed)

Cafe Open 11a- 2pm

Saturday, June 22:

Starbucks Closed

Cafe Closed

Sunday, June 23:

Starbucks Closed

Cafe Closed



### **Bookstore Hours:**

**M-Th 8:00 – 6:00, F 8:00-5:00, Sat/Sun Closed**